

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #570300

Mr. T. Hyrb
SCHEIDELMAN, INC.

APRIL: DORAL B1G1F / PROMOTION #800219

Dear Tom:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 30 skus of B1G1F Displays (Item #540971) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25184	<u>1</u>
Ult Light 100	12300-25185	<u>1</u>
Lt Box 100	12300-25189	<u>1</u>
FF Box 100	12300-25188	<u>1</u>

DISPLAY DETAIL (#540971)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

PO #032498

Product / Display Arrival:

March 24, 1998

Ship Date to Retail:

Week of: April 6, 1998

SKU CUBE:

0.4670

SKU WT (w/o Product):

1.0600 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$252.53

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR APR B1G1F'

51854 8878

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

DISPLAY LOAD:

*4 CARTONS; ONE CARTON EACH STYLE:

DORAL MEN LT 100 / ULT LT 100 / LT BOX 100 / FF BOX 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$19.60 (1.4 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162206

L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

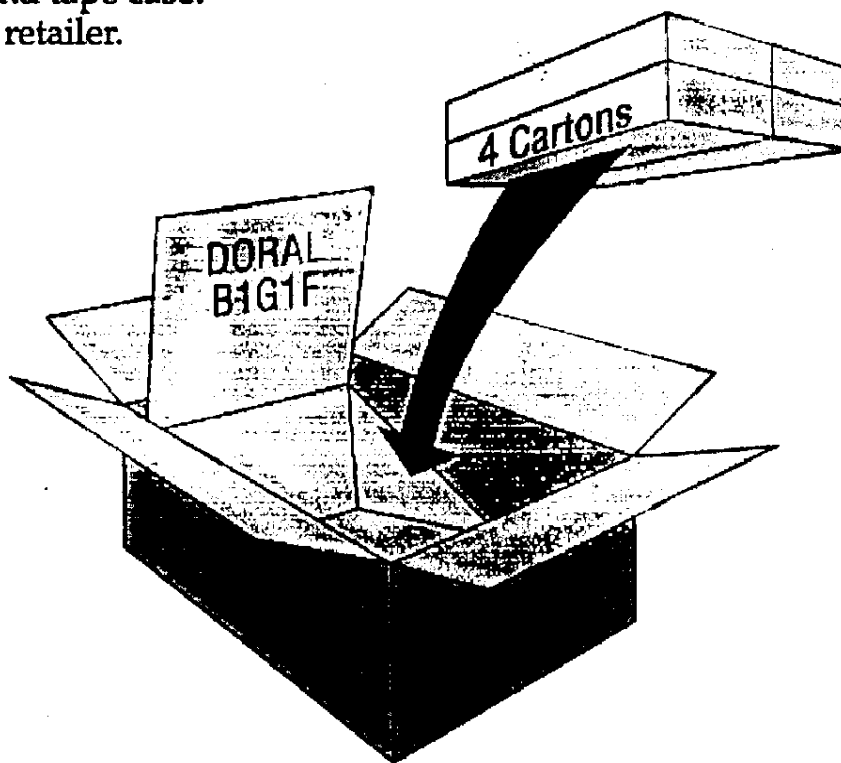
Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Wholesaler Packing Instructions
April DORAL B1G1F

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****2ND QTR.'98****April DORAL B1G1F***(Buy 1 Pack Get 1 Free)***STEPS**

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



51854 8880

Item: # 540971

Promotion Reporting Descriptions: DOR APR B1G1F

Brand Style	MEN LT 100	LIT LT 100	LT BOX 100	FF BOX 100		
Number of Cartons	1	1	1	1		

DORAL

Brings A Deal With This Buy 1-Get 1 Free Promotion!

...customers want. What
...styles of Doral than a
...
...sleeves that are pre-
...stocked and

**2-Pack
Sleeve**



DORAL

**Buy 1
Get 1 Free**

**Buy 1
Get 1 Free**



WHILE SUPPLIES LAST.

DORAL CIGARETTES: 10 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method.

Counter Display



51854 8881

WHOLESALE : 570300 SCHEIDELMAN, INC. <DIRECT>
TEMPLATE : 800219 80400 DOR APR B1G1F
TEMPLATE SEQ : 0046
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162236	036009	NORTH BAY MINI MART	2088 ROUTE 49	NORTH BAY	NY	13123	1				(315)245-1135
162202	162238	696617	C&J'S GROCERY	370 COUNTY ROUTE	PENNELLVILLE	NY	13132	1			0205	(315)695-2131
162202	162236	172449	VELLA'S NO SHORE MK	103 SOUTH LAKE ST	CLEVELAND	NY	13042	1				(315)675-8800
162202	162232	753483	LOFFT'S MARKET	2651 ERIE DR	WEEDSPORT	NY	13166	2			650	(315)834-9986
162202	162238	172451	NU MART, INC.	2328 STATE ROUTE	WEST MONROE	NY	13167	2				(315)666-6384
162202	162236	304743	NICHOLS NEWS & VAR	80 MAIN ST	CAMDEN	NY	13316	2				(315)245-1955
162202	162238	172450	VELLAS HOMETOWN MKT	45 REDFIELD ST	CONSTANTIA	NY	13044	2				(315)623-9472
162206	162234	667897	BOB'S COUNTRY STORE	ROUTE 166	ROSEBOOM	NY	13450	2			0022	(607)264-3007
162206	162234	745944	SMOKEY'S	266 N MAIN ST	HERKIMER	NY	13350	2			3035	(000)866-2641
162206	162235	539527	BAILEY'S STOP & SHO	12034 STATE ROUTE	REMSSEN	NY	13438	2				(315)831-5895
162206	162235	769173	NICE N EASY #2502	8035 STATE ROUTE	BARNEVELD	NY	13304	1				(315)896-2135
162206	162234	787328	FREDS FAMILY FOODLA	3478 ONEIDA ST	CHADWICKS	NY	13319	2				(315)737-9564
162206	162236	173070	SAL'S GROCERY	115 N MAIN ST	CANASTOTA	NY	13032	2			3038	(315)697-7932
162206	162235	172352	WILLIAMSON FOODLAND	102 E SCHUYLER ST	BOONVILLE	NY	13309	2				(315)942-2614
162206	162235	596637	HILLTOP MARKET	ROUTE 26 - BOX 30	WEST LEYDEN	NY	13489	1			3026	(315)942-2338
162206	162236	753482	SILVER CITY MARKET	329 E SENECA ST	SHERRILL	NY	13461	1				(315)363-6590
162206	162235	419907	NICE N EASY #2501	12200 STATE ROUTE	POLAND	NY	13431	2	NYS			(315)826-7222

PAGE BREAK TOTAL ACCOUNTS 17 TOTAL QUANTITY 28

TEMPLATE TOTAL ACCOUNTS 17 TOTAL QUANTITY 28

51854 8882